



FY2013 (Fall) Kentucky Crafted Program

Application Deadline: Aug. 15, 2012

The Kentucky Arts Council strongly encourages you to read and understand the Kentucky Crafted guidelines and instructions before accessing the online application.

Like all programs of the Kentucky Arts Council, the Kentucky Crafted Program is guided by the arts council's core values. Successful applications will embody these core values, and all applicants are strongly encouraged to read and reflect upon them before submitting an application.

[Core Values of the Kentucky Arts Council](#)

I. Guidelines

Program Purpose

The purpose of the Kentucky Crafted Program is to support professional visual and craft artists and promote a diverse selection of high quality art in Kentucky.

Goals

- Help Kentucky visual and craft artists market their work regionally, nationally and internationally.
- Identify artists whose work shows artistic excellence and quality craftsmanship.
- Encourage the production of superb art and craft products.
- Provide retailers, galleries, businesses, government entities and the public with access to exemplary works of art and craft.
- Promote Kentucky as a leading producer of high quality art and craft in order to enhance tourism and economic development.

Who May Apply

Visual and craft artists who are residents of Kentucky may apply. Applicants must be U.S. citizens or lawfully admitted to the U.S. for permanent residence or have permission from the Department of Homeland Security to work permanently in the U.S. Applicants must have been full-time Kentucky residents for at least six months prior to the application deadline.

Applications to the Kentucky Crafted Program must be for a singular type of art or craft product, created with similar techniques, materials and styles. Applicants who create different types of work must submit separate applications for each type. Applicants may submit applications in up to five separate media or techniques.

All applicants must have a current sales and use tax account with the Kentucky Department of Revenue for their art or craft business or have submitted Form 10A100, Kentucky Tax Registration Application. A sales and use tax account number or a copy of the completed Form 10A100 must be included with the application.

The arts council requests that all applicants have a DUNS number. Dun & Bradstreet keeps track of more than 70 million businesses worldwide through its Data Universal Numbering System. In recent years, the DUNS number has become increasingly important as an arts advocacy tool for both federal and local governments (e.g., the National Endowment for the Arts and the Kentucky Arts Council) and national arts organizations (e.g., Americans for the Arts). Organizations use data from DUNS number applications to demonstrate the power of the arts to stimulate economic activity and create jobs.

NOTE: It may take up to thirty (30) days for your DUNS application to be processed. We recommend that you submit your application immediately.

Program Description

The Kentucky Crafted Program is an adjudicated marketing and promotion program that provides assistance to Kentucky visual and craft artists through economic opportunities and training. Applicants to the program should have a well-developed body of work and familiarity with sales and marketing techniques.

Program participants are included in the Kentucky Crafted online directory and have the opportunity to exhibit at Kentucky Crafted: The Market, the arts council's award-winning annual showcase.

All newly adjudicated participants of the program are provided with free professional development to enhance their marketing and promotion skills. This mandatory one-day orientation will be Nov. 3, 2012, at the Lexington Convention Center, Lexington, Ky.

Performance Expectations

Applications will be assessed using the following performance expectations.

1. Artistic Excellence (70%)

- Clarity of artistic vision
- Demonstration of a cohesive body of work
- Technique, including attention to detail

2. Marketability (30%)

- Effective marketing copy
- Digital images
- Pricing

You may wish to refer to the [Panelist Assessment Sheet](#).

Work Samples

Five samples of your original work must be submitted with your application.

- All work samples must be original pieces handmade by the applicant.
- Work samples must constitute a cohesive body of work, made in the same medium with similar techniques.
- Samples should work together and complement each other.
- Sets are considered one sample. For example, a sample set of jewelry may consist of earrings, necklace and bracelet designed to be worn together; a tea set may consist of tea pot, creamer, and cups and saucers; a triptych consists of three separate paintings that combine to make one image; etc.
- Work samples employing techniques, styles or materials that vary greatly should not be mixed within a single application. If you work within a range of techniques, mediums or styles, you must submit separate applications for each approach. For example, an artist who makes turned wood vessels and hand-carved wood jewelry would have to complete two separate applications, as would an artist working in both oils and watercolors. A maximum of five applications may be submitted per year.

- Please consider your choice of work samples carefully in order to meet the program's performance expectations. Be sure to describe important points about the quality, scope and depth of your work in the application narrative.

Restrictions

- All digitally created or manipulated work must be derived from your original imagery. Digital impressions of appropriated images are not allowed (such as clip art, downloaded paintings, prints, drawings, etc.).
- All work samples submitted must have been created in 2010, 2011 or 2012.
- Artwork created under the supervision of an instructor within an undergraduate or graduate degree program is not eligible.
- Pieces made from items purchased and decorated or created by combining purchased commercial objects are ineligible. Exceptions are made for pieces in which commercial or found objects play a subordinate role to the overall design.
- Handcrafted components used in original artwork may be submitted as a sample only if a resulting finished product is also submitted for inclusion in the program. (Example: wool yarn and also wool hats; cut stones and also cut stone set in a pendant for a piece of jewelry.)
- Work that appears to be Native American but was not made by a Native American is prohibited, as stated in the [Indian Arts and Crafts Act of 1990](#) with expanded criminal penalties in the Indian Arts and Crafts Amendments Act of 2010.

Note: The Indian Arts and Crafts Act of 1990 makes it illegal to sell, or display for sale, any product not made by Native American Indians in a way that falsely suggests it was. If submitting Native American work, please submit a copy of your membership card in a federally or state-recognized Native American Indian tribe, band, nation or organized group or community with your entry for authenticity purposes.

Participation Requirements

In order to maintain eligibility, participants in the Kentucky Crafted Program must:

- Remain full-time residents of the Commonwealth of Kentucky.
- Actively produce and market juried work.
- Complete a Kentucky Crafted data sheet annually.
- Attend initial orientation session.

How to Apply

Thoroughly read the guidelines and instructions prior to beginning the application.

1. Fill out the profile section of the application.
The arts council requests that you have a DUNS number. To apply for your free DUNS number call Dun & Bradstreet at 1-866-705-5711 and tell the representative that you are applying for a government program and need to register for a DUNS number. Please note that registering is free and you are not required to purchase any services from Dun & Bradstreet.

Enter your six digit Sales and Use Tax number in the box labeled Business Tax Reg. #. You must have a current sales and use tax account with the Kentucky Department of Revenue for your art or craft business OR have submitted a Form 10A100 Kentucky Tax Registration Application. If you do not have a sales and use tax account number, leave this box blank and send a copy of the completed Form 10A100 with the paper copy of your application.

2. Access and complete the Kentucky Crafted Program online application.

Submit digital images of your five work samples per application instructions.

3. Mail a paper copy of your application, the checklist page signed in red ink, and all supporting materials in accordance with the timeline below. (Supporting materials are proof of residence and a copy of your [Form 10A100 Kentucky Tax Registration](#) if you do not have a Kentucky Use and Sales Tax Permit for your art or craft business.)
4. Ship or hand-deliver your actual work samples in accordance with the timeline below. Do not ship or mail samples with the paper copy application.

Following the deadline, your application will be reviewed by the program director, who may contact you if clarification is needed.

Program Timeline

Application deadline	Aug. 15, 2012, 11:59 p.m. Eastern time
Postmark deadline for submission of paper copy of the application and support materials	Aug. 20, 2012
Sample shipping delivery	Sept. 4–13, 2012
Sample hand delivery	Sept. 17, 2012 – 8 a.m.-noon
Review of applications by panel	Sept. 18, 2012

Sample pick up	Sept. 19, 2012 – 8 a.m.-noon
Applicant notification mailed	Oct. 1, 2012
Program Agreement Form due	15 days after receipt of notification
**New Participant and Market Orientation	Nov. 3, 2012
Kentucky Crafted: The Market 2013	March 1-3, 2013
**The Kentucky Crafted New Participant and Market Orientation is mandatory for all successful applicants.	

Application Deadline

Completed application forms must be submitted via the Kentucky Arts Council's online application system by 11:59 p.m. Eastern time Aug. 15, 2012*. Upon online submission, applicants will receive a confirmation e-mail with the application PDF attached. (If you do not receive a confirmation, contact the arts council immediately.) Print and sign the PDF in **red ink** and mail or deliver it to the arts council by Aug. 18, 2012*, with any required documents and supporting materials, in accordance with the program guidelines. The PDF and materials must be: 1) officially postmarked by U.S. Postal Service, or 2) delivered by a shipping service (e.g., UPS, Federal Express, etc.) with a paid receipt on or before the deadline date, or 3) hand delivered to the arts council office no later than 4:30 p.m. on the deadline date. If the arts council does not receive the printed and signed PDF with attachments by the deadline date via one of the three delivery options above, your application will be considered ineligible. **Packages dated with internal postage meters and applications sent by FAX or e-mail will not be accepted. Please be aware that your post office may not automatically use a dated postmark. It is highly recommended that you request hand cancellation with the date included.**

Note: due to postal regulations, all packages over 13 ounces must be given directly to a postal clerk at a post office, not dropped in a postal box.

*If either the electronic-submission or PDF-submission deadline falls on a Saturday, Sunday or state or federal holiday, the deadline date will be the following day that is not a Saturday, Sunday or a state or federal holiday.

Program Support

The arts council offers the following support to ensure program standards and goals are met:

- Use of the Kentucky Crafted logo, a symbol of artistic excellence and quality craftsmanship.
- Representation on the arts council's online Kentucky Crafted directory which is available at <http://artistdirectory.ky.gov/Pages/KentuckyCraftedDirectory.aspx>.

- Opportunity to exhibit at Kentucky Crafted: The Market, an annual wholesale/retail arts marketplace produced by the Kentucky Arts Council.
- Eligibility to apply to exhibit in the Kentucky Crafted booth at the Buyers Market of American Craft, an annual national wholesale show.
- Introductions to wholesale marketing opportunities.
- Eligibility to participate in the Kentucky Crafted sales area of the Governor's Derby Celebration and other exhibits coordinated by the Kentucky Arts Council.
- Opportunity to participate in co-operative advertising campaigns coordinated by the Kentucky Arts Council.
- Access to the Kentucky Peer Advisory Network (KPAN), which provides consultation in specific professional, business, technology, marketing and promotion areas.
- Referrals to wholesale buyers, galleries, show organizers, state agencies, corporate buyers and the media.
- Participation in special displays and exhibits.
- Access to technical assistance and training through conferences, workshops and new initiatives.

Artist Selection

A panel of arts professionals working in wholesale and retail art and craft markets will review all applications to the Kentucky Crafted Program according to the performance expectations.

Program Agreement Form

Successful applicants will receive a program agreement form (PAF) detailing their rights and responsibilities as a juried participant of the Kentucky Crafted Program. Successful applicants must agree to the terms, sign the form and return it to the arts council within 15 days, if they choose to participate in the program. Successful applicants must also attend the Kentucky Crafted Program and Kentucky Crafted: The Market Orientation session.

Kentucky Crafted Data Sheet

All Kentucky Crafted artists must submit an annual data sheet. A link to the data sheet will be e-mailed to participants each year. If a Kentucky Crafted artist fails to submit the required data sheet, the arts council will accept no future applications from that artist and the artist's online directory page will be suspended until an acceptable data sheet is received.

Appeals

There are no appeals in this category.

For More Information

The arts council welcomes all questions regarding this program. For more information on this program, contact:

Ed Lawrence
Arts Marketing Director
502-564-3757, ext. 473
E-mail: ed.lawrence@ky.gov



Kentucky Arts Council
21st Floor, Capital Plaza Tower
500 Mero St.
Frankfort, KY 40601-1987
Phone: 502-564-3757
Toll-free: 888-833-2787
FAX: 502-564-2839
Send comments or questions to: kyarts@ky.gov

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URL: <http://artscouncil.ky.gov>

II. Instructions

Accessing the online application

Applications for this program are made through Kentucky Arts Services OnLine (KASOL) located at www.culturegrants-ky.org. If you have not used KASOL before, you will first set up a new profile.

If you are unsure whether you have an existing KASOL profile, please contact Mike Brooks, grants manager, at 888-833-2787, or Mike.Brooks@ky.gov. **Do not create a duplicate profile.**

Complete profile section

Data Universal Numbering System (DUNS) Number

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www.americansforthearts.org/information_services/research/services/creative_industries/

Sales and Use Tax Account Number

You must have a current sales and use tax account with the Kentucky Department of Revenue for your art or craft business or have submitted a Form 10A100, Kentucky Tax Registration Application. A sales and use tax account number must be listed in your profile in KASOL or a copy of the completed Form 10A100 must be included with the paper copy of your application.

For questions regarding sales and use tax registration, contact the Department of Revenue at 502-564-3306.

Form 10A100 can be accessed online at:

<http://revenue.ky.gov/NR/rdonlyres/BDF3ABA4-6C19-40BA-8917-D372D0FD1FCF/0/10A100FI.pdf>

Digital Images of Work Samples

As part of the online application, you must submit digital images of your five work samples. You must upload and submit these images via the KASOL system. KASOL will only accept images in JPEG format that are exactly 1920 by 1920 pixels in size (at a resolution of 72 pixels per inch) with a file size of less than 1.8 MB. For detailed information about uploading your sample images, click below to access the arts council's image preparation guidelines:

https://culturegrants-ky.org/sample_tips.php

Supplemental Materials

Proof of Residency

To apply to this program you must be a U.S. citizen or lawfully admitted to the U.S. for permanent residence or have permission from the Department of Homeland Security to work permanently in the U.S. You must have been a full-time Kentucky resident for at least six months prior to the application deadline. For proof of residency, send a copy of two of the following documents with the paper copy of your application:

- Kentucky driver's license, which includes the date issued and expiration date.
- State of Kentucky identification card, which includes the date issued and expiration date.
- Kentucky voter registration verification downloaded from the State Board of Elections Voter Information Center website at <https://cdcbp.ky.gov/VICWeb/VIC>.
- Kentucky state income tax Form 740 for the most recent year.

Form 10A100

If you do not have a Kentucky Sales and Use Tax Permit number, a copy of the completed Form 10A100 must be included with the paper copy of your application.

Work Sample Delivery

You can either ship your work samples to the arts council or drop them off in person on the designated day.

Samples must be shipped in sturdy, reusable shipping containers with prepaid return shipping labels enclosed. Shipped work samples must arrive at the arts council office between Sept. 4 and Sept. 13, 2012. Please note that the arts council does not

accept artwork that is packaged in Styrofoam peanuts or shredded paper. Pack your artwork in bubble wrap or other material that can be reused easily for return shipping. Shipped work that is packaged incorrectly will be returned to the artist and not reviewed by the panel. Use the following address for shipping work:

Kentucky Arts Council
Attn: Ed Lawrence
500 Mero Street
21st Floor, Capital Plaza Tower
Frankfort, KY 40601-1987

Hand-delivered samples must arrive between 8 a.m. and noon Eastern time, Monday, Sept. 17, 2012, at the Frankfort Convention Center, 405 Mero St. (Enter through doors on Mero Street.)

For directions to the Frankfort Convention Center, click below:

www.frankfortconventioncenter.com/directions.htm

Work Sample Return

All hand-delivered samples must be picked up between 8 a.m. and noon, Wednesday, Sept. 19, 2012.

For the return of shipped work, you must enclose a prepaid return shipping label with your shipped work samples. Insurance on shipping is your responsibility. Make sure you have furnished proper packing materials and re-packaging instructions. The Kentucky Arts Council will not be held responsible for any items broken during return shipment.

If you leave your work samples in the possession of the arts council beyond Oct. 1, 2012, by failing to pick-up the samples or failing to provide proper return shipping labels, the samples will become the property of the arts council.